

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Patent Application of: |) | Mail Stop AF |
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| Michael CURTISS et al. |) | Group Art Unit: 2168 |
| |) | |
| Application No.: 10/662,931 |) | Examiner: T. Pardo |
| |) | |
| Filed: September 16, 2003 |) | |
| |) | |
| For: SYSTEMS AND METHODS |) | |
| FOR IMPROVING THE |) | |
| RANKING OF NEWS |) | |
| ARTICLES |) | |

AFTER FINAL AMENDMENT

U.S. Patent and Trademark Office
Customer Window, Mail Stop AF
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Sir:

In response to the final Office Action dated September 30, 2008, and pursuant to CFR 1.116, Applicants propose amending the application as follows.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 18 of this paper.